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# Communication Strategies of Civil Society Forums To Reduce Maternal Mortality and Infant Mortality in Karawang District

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## Abstract

The high number of maternal and infant mortalities encourages the government to solve the issue collaboratively. The program of expanding maternal and neonatal survival initiate the collaboration among society organizations that concern on maternal and infant health through civil (*madani*) society forum. This research aims to comprehend the communication efforts carried out by civil society forum in decreasing the maternal and infant mortality rate. This research uses a qualitative method of research with case study approach. The correspondents of this research are Head of the Family Health Section of Public Health Office in Karawang Regency (Dinas Kesehatan Kabutapan Karawang), Chief of Civil Society Forum, and the members of Civil Society Forum which consist of Aisiyah Muhamadiyah, officers of district social welfare, and health cadres. This research finds that the communication approach done by the civil society forum is a persuasive approach coordinating with health government institution through workgroups for mothers and infants rescue, socializing emergencies through mini-workshop and monthly recitation in villages, and supervising the performance of health officers in Society Health Center (Puskesmas) and Regional Public Hospital of Karawang Regency (RSUD Karawang). This research recommends that policymakers should pay attention to non-formal society activities and incorporate it in the policy-making process and involve society in government's agenda as a way to implement programs which do not only orient to formality but also to fulfill society's needs.

Keyword: *Civil Society Forum, Policy Communication, Health Communication, Literacy of Healthy Society*

## Introduction

Civil Society Forum is a formless organization firstly initiated by USAID in Expanding Maternal and Neonatal Survival program aiming to decrease the maternal mortality rate in 5 years in Indonesia. Civil Society Forum of Karawang was established in 2014. At the time, 10 community organizations in Karawang conducted a forum and then resulted in a commitment to help the Health Office of Karawang in decreasing the rate of maternal and infant mortality. Civil Society Forum has become a partner of Karawang Health Office to conduct literacy activities for Karawang citizens in order to easily recognize the emergency signs of pregnant mothers and ensuring the citizens to obtain health services and civil rights outlined in the law.

There are no specific criteria to be a member of the Civil Society Forum. This forum is based on a commitment to supervise services quality that must be obtained by society, such as civil rights concerning the most appropriate service and financing, and the socialization of recognizing emergency symptoms in pregnant mothers.

The existence of the Civil Society Forum began with the presence of the USAID rescue program for mothers through the program of Expanding Maternal and Neonatal Survival. USAID stated that the rescue of mother and infant is not only about the improvement of services quality, health referral, and clinical performance, but also the necessity of society's supervision and participation. Against that background, Karawang Government gathers organizations that are close to people and owns serious concern toward society.

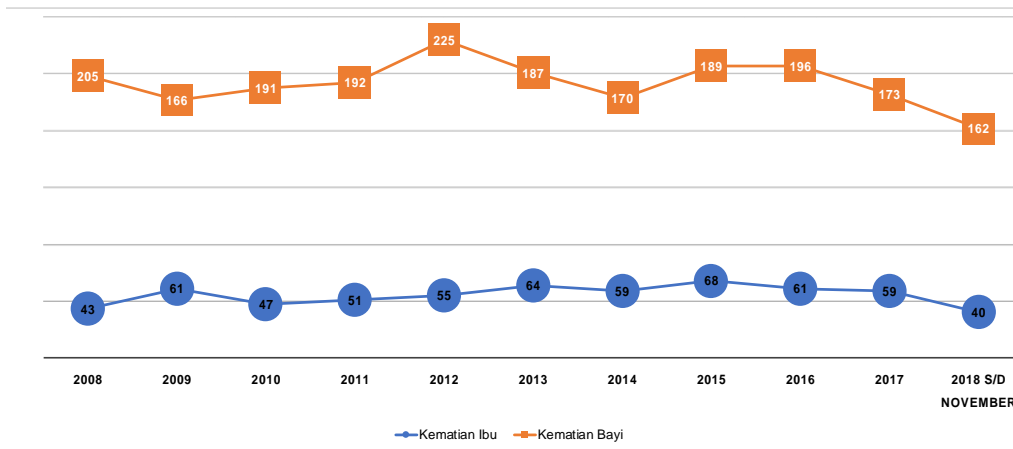
The efforts of Karawang regarding the existence of the Civil Society Forum are as follows:

- The consolidation of Civil Society Forum in 30 Districts of Karawang Regency
- The accompaniment for high-risk pregnant mothers by the District Social Welfare Officers or Motivator of Mother and Child Health
- The assistance for pregnant mothers by university students

The success of assistance activity for social empowerment is determined by participative communication (Syarah et al., 2017) Ensuring that a program succeeds and achieve its aims, it should be supported by the government and society altogether. It needs effective communication between government as policymaker and active participation of society. Civil Society Forum contribute to programs that aim to decrease the rate of maternal mortality as a form of society's concern and responsibility toward the community and making save and comfort environment available for pregnant mothers is one of them.

2012 is a new episode for efforts to reduce maternal mortality and infant mortality in West Java, USAID's victory through a program to expand the survival of mothers and newborns into a new chapter in the effort to save mothers and newborns is responsible not only for the government to but involving the community to make efforts to reduce maternal mortality and infant mortality rates in Karawang Regency. Since continuing the program to expand the survival of mothers and newborns in 2012, the program to expand the survival of mothers and newborns has succeeded in reducing maternal mortality.

Figure 1. Maternal mortality rate and infant mortality rate in Karawang Regency



Source: Karawang Regency Health Office

2012 was the start of the year when USAID's expanding maternal and neonatal survival program began, with maternal mortality at 55 cases and infant mortality at 225 cases. In 2016 USAID completed its efforts to reduce maternal mortality and infant mortality rates and the Health Office of West Java Province took over the expanding maternal and neonatal survival program as is usually done by the USAID team, in 2016 maternal mortality rates were 61 cases and infant mortality rates as many as 196 cases, the infant mortality rate has shown a significant reduction

while the maternal mortality rate is still quite high. In 2017 until now the West Java Provincial Health Office in synergy with the Karawang Regency Government through the Karawang District Health Office made every effort to reduce maternal mortality and infant mortality rates and also to work together with the people who are members of the civil society forum.

The Human Development Index is a measurement of society prosperity, and it is determined by the aspect of health, education, and purchasing power. The indicator in the health sector is life expectancy rate, one of which is determined by maternal mortality. Susilo stated that Indonesia has been repeatedly ranked as a slow country in achieving the Millennium Development Goals (MDGs). This is caused by the high number of maternal and infant mortality, the unresolved infection of HIV/AIDS, the low of clean water fulfillment and poor sanitation, the absence of recognition of social initiatives, and the lack of the Republic of Indonesia in encouraging a sense of MDGs ownership to its inhabitants. Therefore, the accomplishment of MDGs seemingly depends on the implementation of the government's programs. The internal and external factors of community on the level of society members, society institution, society leadership, and health information access also have a significant role in empowering societies in the health sector (Sutisna et al., 2012)

The causes of the high rate of maternal mortality in Indonesia are the responsibility of all so that it needs the role of community health workers in re-escalating society empowerment that has been weak, optimizing Posyandu (Indonesian integrated service post) activities for increasing society knowledge and responsiveness in deciding decisions, and simplifying health service access (Chasanah, 2017). To decrease the maternal mortality rates, it needs collaboration between government and society. Considering that the level of mother and child health still calls for improvement, using a holistic and integrative approach that is not only limited to the sector of medical health but also aspects of the economy, education, social and culture is necessary (Mass, 2004). A partnership model is one of the solutions to minimize the problem of maternal and infant mortality (Anggorodi, 2009). A member of society is supposed to provide information for health officers whom they could not reach community directly and encourage health officers in the health system to assimilate and respond the needs of the community (Kemenkes RI, 2014). Society empowerment, especially in remote and border areas, will optimize the capacity of available resources. This empowerment is performed by optimizing social capital (Dr. Dumilah Ayuningtyas, 2014)

To identify trusted and preferred sources of health information among rural women, all women from four remote villages / villages around Kangpokpi city, namely, Haijang, Changoubung Selatan, Chaljang, and Wakotphai were studied. This study has found that the most trusted and preferred source of health information from rural women is the Community Health Center (CHC). There is also a high preference and a high level of trust in Informal sources such as family members, Traditional Midwives, and friends (Guite, 2019)

Saparinah Sadli, Ninuk Widyantoro and Rita Serena Kolibonso (2008) in their work entitled '*Ringkasan Studi Pemantauan Status Kesehatan dan Kesehatan Reproduksi di 6 Daerah di Indonesia*' showed the data and idea from various regions about the potency and challenge of health reproduction in Indonesia. One of the parts explained the difficulties of Madura's mothers in overcoming maternal mortality. The research continued that decision-making to deliver infant is largely determined by the husband and the family. Besides, there is a myth of pregnant mothers who die in pregnancy period could be welcomed to heaven. The causes of the high number of maternal mortality could not only be deemed to be medical aspect but also the sectors of women

health management system, culture values, political policies of the state for putting woman health as a priority and national issue (Saptandari, 2013)

Women are agents of change, affecting the world around them, but they are affected by global and local transitions. (Langer et al., 2015) Myths and some thought in society become one of the most persuasive reasons to involve the community in decreasing maternal mortality rate. In a study conducted in Guatemala found a fact that some women in Guatemala did not like to involve their husband and family in a pregnancy because they felt that getting pregnant and giving birth had become a women's task, lack of education related to emergencies in pregnant women caused delays in recognizing emergency signs and make quick decisions to deal with emergencies in mothers and newborns (Berry, 1999)

The success in minimizing maternal and infant mortality rate requires a comprehensive communication strategy. Strategy communication is strongly related to the purposes that are going to achieve and the consequential problems that should be concerned. Afterward, it needs to design how the consequences are appropriate with the planned result and achieved purposes (Susanti, 2015) Health communication takes advantage of communication services to positively influence the health behavior of individual, family, and society. Health communication consists of information about disease prevention, health promotion, health care policy, and improving individual awareness on the issue of health, health problem, health risk, and health solution (Patnani, 2012)

This research aims to view how far the government of Karawang Regency, which is represented by the Health Office of Karawang Regency, involves the society in decreasing maternal mortality. Furthermore, it intends to grasp the communication strategy applied by Civil Society Forum of Karawang to support the program of Expanding Maternal and Neonatal Survival to be one of the efforts in reducing maternal mortality by 25 percent within a five-year period of the program's existence.

### **Methodology**

This research used a qualitative method that is useful for an approach and exploration to comprehend a central phenomenon. The researcher directly observes the Civil Society Forum's activities when they conduct socializations toward society, advocacies towards families, and meetings consolidation of a workgroup consisting of some regional government organizations joined in a rescue workgroup for mother and infant.

A case study was deemed appropriate for this research because it is a part of the qualitative research which apprehends a particular case by collecting various information sources. Creswell in Raco (Raco, 2010) defines a case study as an exploration of a bounded system or cases. A case is desirable to be investigated because of its significance for other people. Civil Society Forum is a formless and unique organization in which there is no special requirement to be the member. The motivation comes from the members themselves. Civil Society Forum is united by the same commitment and thought to rescue mothers from death because of pregnancy and labor.

### **Findings**

#### **a. The Communication Strategy of Health Office of Karawang through Civil Society Forum to Decrease the Rate of Maternal Mortality**

Health Office of Karawang as the institution in charge of social development in Karawang declared Civil Society Forum through Expanding Maternal and Neonatal Survival program. Civil Society Forum was established in 2014, and, at first, it was gathered from society organizations interested in community health. It was firstly established in 5 districts of Karawang. The

organizations were united to commit to monitoring public health services and the civil rights of society that must be provided by health facilities. Health Office of Karawang makes Civil Society Forum as the vanguard of Karawang Health Office's partner to empower the community in gaining health services based on their needs.

Based on the data from Karawang Regency Health Office, the mortality of mother and infant is fluctuating. The maternal mortality cases regularly increased from 2000 to 2009, and it mounted significance from 43 cases to 61 cases in 2009. In 2012, it rose smoothly at 55 cases compared to 51 cases in 2011 and increased again at 64 cases. It experienced a downward tendency to 59 cases in 2014.

The main job of Karawang government concerning the maternal mortality rate is not only a government program but also a prestige project to show how big the concern of the government for decreasing the number of maternal mortality and how prosperous the inhabitants are. A regency that owns the highest rate of maternal mortality will be the center of attention with a red report card as a record because decreasing the maternal mortality rate is not only a regional government program but also national program.

The government will not be capable of servicing people without society's support. In effect, the government tries to develop Civil Society Forum to help the government in monitoring and empowering the community to understand the emergency sign on mothers, to ensure them to give birth in certified health facilities, and not to use shaman services that are not professionally and medically admitted. It is essential to ensure the mothers to give birth in a comfortable and safe place, accompanied by professional health officers. The Civil Society Forum has a significant role in advocating society regarding health facilities and their civil rights outlined in the law.

The mayor of Karawang through Decree of Regent Number 440.05/kep.438-ILUK/2013 about the formation of a working group of Expanding Maternal and Neonatal Survival established a working group of rescue for mother and infant which consisted of government, hospital, health office, and society organization. This working group created a service edict that commits to always give the best services for pregnant mothers to gain clear information about standard birth procedures.

The working group meeting is conducted twice a year and, in that meeting, the Health Office reports and explains all field findings to Regional Secretary of Karawang as the chief of rescue workgroup for mothers and infants and finds the best solution in that meeting. The working group meeting is attended by the Civil Society Forum representatives, hospitals that participate in the program of Expanding Maternal and Neonatal Survival, health officer organization, and other regional officers who are related to the programs. Hopefully, the problems and findings in the field could be directly solved, and another following plan could be implemented immediately.

## **b. The Communication Strategy of the Civil Society Forum in Decreasing the Maternal Mortality Rate**

No specific criteria are required to be a member of the Civil Society Forum. Anyone can be a member of the Civil Society Forum as long as they care for and have a high interest in the health of mothers and infants. Civil Society Forum functions as a guide that can advocate society and socialize to them about the civil rights that must be obtained when they are calling for help and health information. The civil rights, especially the rights to attain aid in health facilities, are socialized by the Civil Society Forum in the form of mini-workshop activity. The government of Karawang Regency focuses on decreasing the rate of maternal and infant mortality very much, and one of focus is allocating special financing guarantee for mothers who give birth so that society

must not think about the cost for giving birth because it is guaranteed by BPJS and APBD of Karawang Regency government.

A mini-workshop is conducted once in a month in the districts by presenting pregnant mothers and their family, opinion leader, and society organizations that focus on the health sector. In that mini-workshop, the members of district Civil Society Forum socialize the emergency signs on mothers and financing guarantee system for pregnant mothers who will give birth. The district social welfare workers function as direct or indirect pregnant mothers' guide to do medical check-up in the nearest society health center. Besides, they also work as supervisor toward medical workers and officers in both society health center (Puskesmas) and public hospital of Karawang Regency to ensure the pregnant mothers gaining their rights. According to the policy of Karawang government, pregnant mothers, and or who will give birth, can use the health facilities without cost. Civil Society Forum becomes a partner that supervise the health facilities. It can rebuke and report directly and verbally if there is an act that is not appropriate to the procedures.

Advocating the society around pregnant mothers and their family is a noble duty of Civil Society Forum members. Various motivations drive its members to commit to their tasks in accompanying the pregnant mothers. One of the motives is the people's view that giving birth is a considerable phenomenon involving many people's life which is not only the mothers, their baby, and their family, but also a human being that is going to inherit human's leadership and civilization. Hence, the members of the Civil Society Forum always commit earnestly to their duty in doing comprehensive communication, to create a safe and comfortable environment for pregnant mothers.

The members of the Civil Society Forum that come from Asyiah are obliged to deliver health information structurally and regularly. The first information is conveyed at the monthly meeting of Asyiah cadres at Regency level. Subsequently, the information will be re-delivered to the Asyiah members at the District level. Eventually, the health information is delivered to the society through schools, recitation forum, and Posyandu activities. The spread of communication network in regency, districts, villages, and hamlets become a strength itself because the communication agents or opinion leaders have strong credibility in society. Karawang Regency people consider the Islamic teachers as a trustworthy person that can address the society's problems.

The presence of District Social Welfare Workers is one of the strengths of the Civil Society Forum. They own a high loyalty toward society's needs. Furthermore, they are not government officers. They are the volunteers that care for the community and help the community to gain the rights. Consequently, they freely convey the aspirations and demands of the community about public services. Therefore, the District Social Welfare Workers become the partner of society and government in supervising and ensuring the aids are implemented properly.

### **Discussion**

The program of decreasing maternal mortality rate is not only about minimizing the quantity, but also the quality of the mother's service. The findings of this research show that the rate of maternal mortality in Karawang Regency is still fluctuating. Statistically, the maternal mortality rate significantly declined when the program of Expanding Maternal and Neonatal Survival is entirely taken over by the Health Office of West Java Province. It decreased and fulfilled the target of 25 percent during 5 years, even eclipsed the goal at 27 percent.

The socialization activities conducted by the Civil Society Forum become a hub of communication between governments, in this case, Health Office, and society. Civil Society Forum tried to break communication rigidity between the regional government and society. It can

convey the society's aspiration in the working group meeting of rescue for mother led by Chief of Regional Secretary of Karawang Regency. There is no conflict of interest which impedes the members of Civil Society Forum because it is a partner of government that is not structurally superior or subordinate to the government.

Moreover, there are no specific criteria to be a member of the Civil Society Forum. The only main criterion is a commitment to help in decreasing the maternal mortality rate and bearing a burden as the responsible person towards social development in the aspect of health. This commitment is preserved based on voluntary aspect and same interest to advance the nation. The communication agents come from society and build society's adjacency based on the spirit of helping others. The growth of overall well-being status is a part of the national project that aims to escalate people's awareness and life competence so as to actualize high standard of health without differentiating race, religion, sex, political affiliation, and the status of social economy. It needs society's participation to achieve that high standard of health. Many facts show the importance of society's involvement in achieving higher health status, as written in the WHO's constitution in 1948 and the Ottawa Charter in 1986

In line with research conducted by Niftah et al., trust towards communicator is essential. For example, HIV/AIDS counselors are expected to have communication skill for delivering information because it is important to stimulate the patients' openness in narrating the chronology of their disease infection. The attractiveness of communicators in conveying the information provided by HIV/AIDS counselors has strongly and significantly influence youth's attitude in Sukabumi Regency (Niftah & Padjadjaran, 2017) The advocacy activities like mini-workshop, socialization, and recitation performed by the members of the Civil Society Forum shape the image of Civil Society Forum members as the society members that provide a communication channel to seek health information and civil rights that must be obtained by the pregnant mothers and their families. The society believes that the information stated by the members of the Civil Society Forum can be a consideration to make a decision.

The determination of the communication strategy is crucial to the success or failure of the communication effort applied. The success of productive communication activity is decided by the determination of communication strategy. The communication strategy of Karawang government by supporting the existence of Civil Society Forum is an effort to create a bridge communication between government and society. As a result, the government's programs can be accepted faster by the people because of the availability of Civil Society Forum to helps the government in delivering information to the society and to break communication rigidity between government and society.

The government of Karawang envisages that it is a significant opportunity to utilize Civil Society Forum as the communicator media whose existence is accepted by society because of its closeness and concern on society's prosperity. In line with that, Anwar Arifin, in his book entitled "*Strategi Komunikasi*" stated that a strategy is a totality of conditional decision about the acts that will be implemented to achieve the purpose. Thus, formulating a communication strategy means calculating the condition and situation (space and time) that is faced and will be for teaching effectiveness. By this communication strategy, it means that there are several ways to use communication consciously to create people's changes easily and quickly (Arifin, 1994)

Its vast territory and dense population make Regional Government impossible to reach all the people because of the limitation of government officers' number. The existence of the Civil Society Forum is utilized by the government of Karawang Regency in order to convey information and message to the society. It is compatible with the communication theory proposed by some



experts that are known as Social Relationship Theory. It utters that although a communication message is delivered to only a person who is an opinion leader in society, that information message will proceed to other people. Hence, an opinion leader possesses personal influence and is a noteworthy mechanism that can change the communication message.

Berger and Luckman (Light, Berger, & Luckmann, 2007) explained the dialectic that is going on the process with three simultaneous moments. (1) Externalization which means a self-adaptation to the socio-cultural world, as a human's product, (2) objectivity or a social interaction happening in the institutionalization world, and (3) internalization that is understood as the process of self-identification with social institutes or social organization where the individual becomes the members. Those three dialectical moments produce a social construction process as the result of human creation, namely inter-subjective interaction.

The externalization process of the attempt to decrease maternal mortality rate is designated by the occurrence of the self-adaptation process of the government of Karawang Regency through the Health Office by gathering the society organizations that care for the health and facilitate it in a formless organization, namely Civil Society Forum. Collective commitments are made to empower and resuscitate the society about the importance of providing a comfortable place for pregnant mothers and them who will give birth.

The first step of communication strategy process of the Civil Society Forum is by proposing a new idea to society through mini-workshop and socialization in recitation activity which is attended by a lot of people. The members of Civil Society Forum try to attract the attention of pregnant mothers and their family to accept the information about maternal health and some efforts that must be done to make the mother comfort to conduct a regular medical check-up and give birth in the nearest health facility. The attempts to raise awareness of pregnant mothers are collective responsibility that should be seriously concerned. Frequently, maternal mortality can be avoided as long as the decision can be decided quickly and adequately.

Many obstacles happen in the process of externalization attempting to rescue the mothers through the Civil Society Forum. One of the challenges is the unavailability of an office or a special place to gather because Civil Society Forum is a formless organization that actuates this organization face difficulty in uniting member perceptions. Recently, the place obstacle can be overcome by the existence of sophisticated technology, such as WhatsApp application. The discussion and the latest information can be delivered through the WhatsApp group, which consists of Civil Society Forum members.

Various self-adaptation through the externalization phase of the program to reduce maternal mortality are done by medical staffs, medical officers, and members of the Civil Society Forum. This is because all elements of the community feel responsible for saving pregnant mothers in Karawang. The latter phase is the act of communication toward pregnant mothers, their family, and society in their surroundings. The phase of communication objectivity of reducing maternal mortality rate program is implemented by the government of Karawang by doing instituted communication. At this phase, the communication program to reduce maternal mortality rate is at institutionalization process in which according to Berger and Luckman each member of institution manifests himself/herself in human activities that are provided for producers and other people.

The communication objectivity phase for decreasing maternal mortality rate program is manifested in the form of socialization to pregnant mothers and their family through mini-workshop and recitation activity that is conducted once in a month and placed in the pregnant mothers' surroundings. Liliweri (Liliweri, 2013) contended that the central role of the communicator is to influence –it is known as persuasion in the Psychology of Communication

term. The members of the Civil Society Forum function as health communicator which approach society through mini-workshop and try to persuade them through recitation group which is considered as trustworthy communication space. The reason is that the communicators who deliver the message and information are Islamic teachers of Aisyah and Fatayat NU. The message or information which is conveyed by a communicator owns good credibility will be more regarded by society.

The Nigerian government does several ways to improve women's reproductive health including: Creating safe spaces for adolescent women to interact with trained female mentors; community dialogue; home visits by mentors; health check-ups, literacy and numeracy training for girls; sexual and reproductive health promotion. The program succeeded in making Increased sexual and reproductive health knowledge among adolescent women; increased ability to read the alphabet, nearly 100% of females set up a savings plan; girls believe they have the right to choose their spouse and program is overall acceptable (Rasanathan et al., 2015)

According to Hugu (1976), a communicator will be able to persuade favorably if she/he uses two tactics to reach the aims, those are

### 1. Intensify Tactic

#### a. Repetition

The messages regarding maternal health and recognizing emergency signs that occur in the mothers who will give birth are delivered repeatedly and continuously. The messages should be conveyed consistently and continually in mini-workshop activity at district and village and recitation activity in recitation group so that the society members are always exposed to the messages until it is finally comprehended and used as a reference of decision-makings. The repetition is not just on mini-workshop and recitation media, the district social welfare workers should come to pregnant mothers directly by the door-to-door method to deliver information about the referral health system and pregnancy check-up that must be done 4 times at the nearest health facility. This is to ease and register the kinds of pregnancy and its emergency so that there will not be any delay in getting help from medical officers.

#### b. Association

The health cadres deliver the message by using daily language, which is easily understood by society. The members of Civil Society Forum give examples that are near to the daily social activity, such as narrating a story about the consequence of maternal mortality because giving birth does not only affect the mother but also the husband who is left; he will feel sorrow and definitely disturbed when they are working. Besides, a child who is left by the mother will grow without a mother's affection. The health cadres and members of the Civil Society Forum must be given an understanding that responsible for decreasing maternal mortality rate is not only the government's task but also a collective work.

#### c. Composition

The members of the Civil Society Forum come from and stay in the village's environment. This condition is extremely profitable because the use of language during the communication process will not become a serious obstacle. The language used is a daily language applied in that territory and easily understood.

### 2. Downplay Tactic

#### a. Omission

The approach on delivering messages are executed smoothly to society recalling the patriarchy culture is still entangled to Karawang people. Some people believe that a woman

does not own rights to choose the act of his pregnancy and the way of giving birth. The society still considers that a woman belongs to the family so that the acts that will be done must be based on the family's agreement. For example, when the mother experiences the problem of emergencies and needs to take medical acts, a statement similar to "It is better to wait for permission from the mother-in-law and the husband, normally occur" A family must be involved in deciding the decisions. Consequently, the members of the Civil Society Forum should apply an effective approach to the relatives in order to fasten the family's bureaucracy.

#### b. Diversion

The fact that the majority of Karawang Regency people who are Islamic religion eases the members of Civil Society Forum to inform the examples of how to praise a woman. The Islamic thought can be the examples of valid supporting data in conveying the messages to society. The credibility of the messengers is quite qualified because the communicators have a strong religious background, especially those from religious organizations.

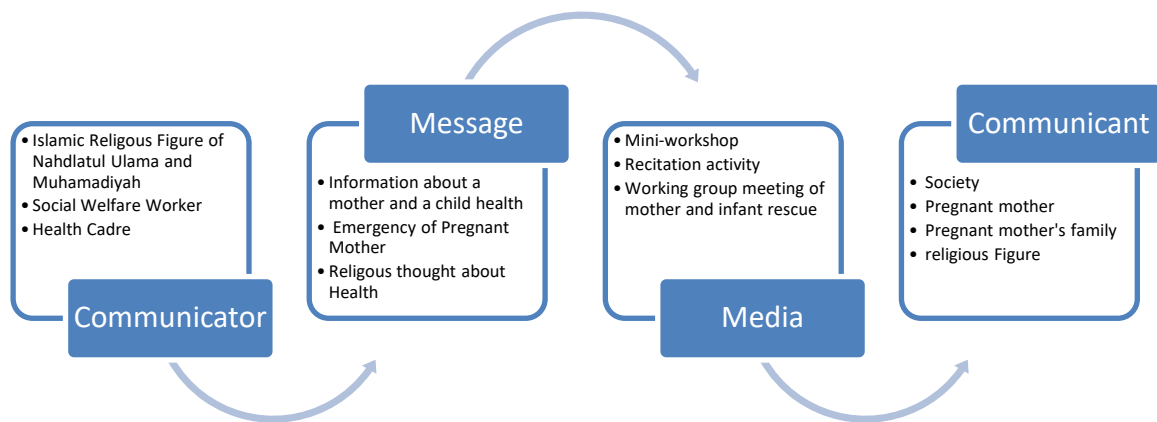
#### c. Confusion

With this tactic, a commitment to praise a woman and a jargon 'If a woman is praised, then this nation will be glorious' can be a spirit and a collective commitment that must be continually and repeatedly conveyed. Therefore, the soul is internalized well on all society in Karawang Regency.

The next phase is the internalization where all the members of the Civil Society Forum experience enjoyment from activities in advocating pregnant mothers and their family. The problems found must be overcome and brought to a working group meeting. Subsequently, it would be carried on to be a reference for Karawang government in deciding the right policy. The same commitment should be possessed by the members of the mother rescue working group that is praising a woman. The noblewomen will affect the nation's prosperity because the nation's generation and leader are born by a woman. Hence, it is a collective duty to help the government's programs in providing comfortable places for women and children.

Reproductive, maternal, and newborn health are global health priorities. Economic growth in Africa and southeast Asia creates opportunities for change, which could make greater the return on investment in quality maternal and newborn health care. However, many of the commitments that have been made to Every Woman Every Child by countries and development partners still only relate to provision of medical interventions for life-threatening complications. But essential medical interventions only cover a fraction of the needs of women and their families and miss the opportunity to prevent the occurrence of such life-threatening situations. The midwifery package of support and care is an efficient and effective way to optimise normal reproductive processes, improve health and psychosocial outcomes, and strengthen the capabilities of women and their communities in all countries(Ten Hoop-Bender et al., 2014)

Based on the research above, the communication model of the Civil Society Forum in reducing the rate of maternal and infant mortality rate is the following:



The society organizations that are affiliated to the Civil Society Forum are considered as health communicator that will convey the health messages to the society. These health communicators are the society figures who are expert in the field and care for the health of a mother and a child. The society figures are Islamic figure from Nahdlatul Ulama' and Muhammadiyah, District Social Welfare Officers, and Village Health cadres. The messages that are delivered are the health of a mother and a child and the emergency on mother and infant. Those health messages are conveyed in society's activities like mini-workshop, recitation activity, and direct advocacy that are conducted every month. The target communicant audience in those activities is pregnant mothers and people of Karawang regency in general.

## Conclusion

Civil Society Forum possesses the strength to help the government in implementing some efforts to decrease the number of maternal mortality. The participation of society is highly needed as supervisors and assistants of socialization concerning the efforts to reduce maternal mortality rate, advocating culture to recognize the emergency signs on pregnant mothers, and supervising the medical officers to give proper services on civil rights. Civil Society Forum operates under a significant commitment that is rescuing a mother from death, which can be truthfully avoided. By the help of society and government, various causes of maternal mortality can be avoided.

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